

Message Text

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TO AMEMBASSY CANBERRA PRIORITY

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TAGS:BEXP, AS

SUBJECT: WASHINGTON COMMERCIAL ACTION GROUP (WCAG) REVIEWS

----- AUSTRALIA 2ND QUARTER FY 76 COUNTRY COMMERCIAL

----- PROGRAM (CCP)

REF: (A) CANBERRA 528, (B) STATE 263310 AND (C) STATE 012871

1. PER REF (A), THE MISSION IS TO BE COMPLIMENTED FOR ITS FULLY RESPONSIVE REPORTING OF ITS 2ND QUARTER FY 76 CCP ACCOMPLISHMENTS.

2. ITS OBJECTIVES WERE REVIEWED AT THE FEBRUARY 3 WCAG MEETING AND WE NOTE THERE WERE NO SIGNIFICANT SHORTFALLS WITH RESPECT TO CAMPAIGN ACTION AND IN MOST CASES YTD GOALSHAVE BEEN SUBSTANTIALLY EXCEEDED.

3. PER REF (B) WCAG HAS NOTED CONSIDERABLE CABLE TRAFFIC INDICATING INCREASED AUSTRALIAN ATTENDANCE AT U.S. TRADE SHOWS. ASSUME POSTS ARE IMPLEMENTING WCAG SUGGESTION OFFERING FOREIGN BUYER PROGRAM SUPPORT TO FACILITATE THE

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OBJECTIVES OF INDIVIDUAL AUSTRALIAN BUYERS VISITING THE

U.S. RATHER THAN JUST TO GROUPS.

4. PROPOSAL CITED (REF C) HAS BEEN CANCELLED AND NO FURTHER CONSIDERATION IS BEING GIVEN THIS PROJECT.

5. OTHER WCAG MEETING SUBJECTS COVERED INCLUDED THE FRUITFUL FALL ORIENTATION VISITS OF AUSTRALIAN FOREIGN SERVICE LOCALS, ROBERT E. SIMPSON'S DECEMBER WASHINGTON DEBRIEFING AND AMBASSADOR JAMES A. HARGROVE'S COMMERCE BRIEFING FEBRUARY 2.

6. FY 77 CCP INPUT/SUGGESTIONS FROM WCAG MEMBERS PRESENT INCLUDE:

(A) CAMPAIGNS SHOULD BE WRITTEN SIGNALLING IMPACT OF INDUSTRY ASSISTANCE COMMISSION REPORT (DUE LATE FEBRUARY), WHICH IS EXPECTED TO ANNOUNCE PROTECTIVE MEASURES FOR A VARIETY OF AUSTRALIAN INDUSTRIES, E.G. CONSUMER GOODS, FOOD PROCESSING, ETC.

(B) SUGGEST CAMPAIGN NOT BE RESTRICTED TO WESTERN AUSTRALIAN PROJECTS BUT RATHER INCLUDE MAJOR PROJECTS THROUGHOUT AUSTRALIA, PARTICULARLY THOSE CONTRACTED FOR BY FEDERAL OR STATE GOVERNMENTS WHERE USG LIKELY TO HAVE MORE IMPACT.

(C) ANY USIA SUPPORT INCLUDED IN CCP MUST BE SPECIFIC THEREBY ASSURING ADEQUATE MANPOWER/BUDGET RESOURCES AVAILABLE.

7. COUNTRY MARKETING MANAGER WORKING ON COMPRESSED CCP DRAFTING SCHEDULE TO TIE CCP TRAVEL INTO ADVANCE WORK ON PRINTING AND GRAPHIC ART TRADE MISSION TO AUSTRALIA AND NEW ZEALAND. COMMERCE/STATE APPROVED DRAFT SHOULD BE SUBMITTED TO EMBASSY PRIOR TO CMM'S ARRIVAL CANBERRA ON/ABOUT APRIL 12. BALANCE OF EMBASSY CCP INPUT THEREFORE, URGENTLY NEEDED FOR THIS PURPOSE. INGERSOLL

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